Time to renew? Details on page 11.

# One-to-One with Microsoft

A newsletter about Microsoft applications for Apple Macintosh systems

Issue 12

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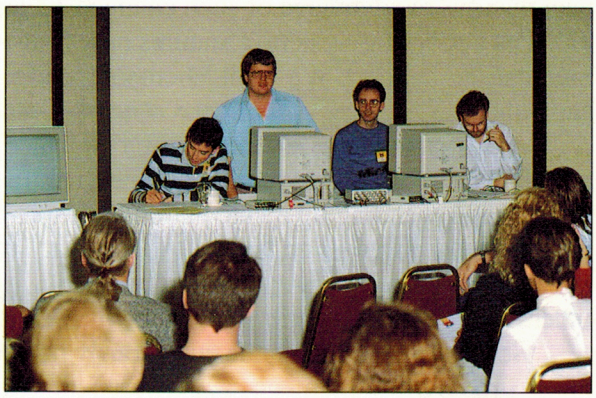
## The Microsoft Word User's Conference, v. 2.0

*Word users give developers feedback on Word*

With dozens of Apple® Macintosh® computers running MS® Word and more than 100 Word software developers, testers, product support people, documentation writers, program managers, international-version translators, and marketers standing by to help attendees, the second annual Microsoft® Word User's Conference in Seattle, October 23–26, 1990, was the place to be this fall for Word aficionados.



*Microsoft Word for the Macintosh developers David McKinnis, David Luebbert, Tom Saxton, and Paul Davis solicit suggestions for new features from Word users.*

It was also the ideal environment to learn Word inside and out. Steven Bobker, an associate editor of *MacUser* magazine, said, "Everyone learns something at the Word User's Conference—even the advanced users. Some of the stuff I saw today during Marianne Carroll's class on automatic document assembly had my jaw on the floor. I was astounded. I didn't know Word for the Macintosh would do that." Bobker and other Word fans chose from dozens of hands-on workshops, discussions, and product demonstrations, and heard Microsoft CEO Bill Gates and vice presidents Mike Maples and Jeff Raikes offer insights about the future of computing.

Favorite events for many Word users were the question-and-answer sessions where they presented their product suggestions directly to the Microsoft developers who are designing the next version of Word for the Macintosh. In one session, users split up into small teams based upon what they usually produce with Word: basic office documents, long documents, or graphics- and layout-intensive documents. Team members brainstormed ideas for new Word features while Microsoft developers took notes. Then each team voted on the features they'd most like to see in the next version of Word for the Macintosh and presented their ideas to the whole group for further discussion. Microsoft developer David Leubbert said, "These people came up with some great ideas! Adding new features almost always involves tough trade-offs, so it's really helpful for us to find out what people want the most. We actually learn as much about Word from these events as the users do. Most of what they suggested today will find its way into the new version in

Produced using Microsoft Word, Aldus PageMaker, and Aldus FreeHand on a Macintosh IIx

Microsoft®

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# The whys and wherefores of product updates

*by Bill Gates, chairman of the board and CEO, Microsoft Corporation*

When you have a successful piece of software, there's a lot of pressure to keep it that way. Basically, you've got to keep it updated. But how do you decide when to update, or what new features or improvements to include? At Microsoft, several considerations drive the delicate process of updating products.

Keeping up with hardware changes is one. For example, Apple went from eight-color capability to advanced color; now they're developing their audio technology, and soon they'll be supporting virtual memory. We update our products to take maximum advantage of such changes. Changes to system software play a role, too. The upcoming System 7 features new fonts, Create Publisher, and new communications support. We want Microsoft products to showcase these new system capabilities.

At the same time, it's important to enhance the product itself—to keep it at the top of its category and to remain competitive. In Microsoft Excel, for instance, that could mean speeding up recalculation, or improving how a worksheet and charting features work together on a page. Add to that two other areas we're constantly improving: integration and compatibility. We want our products to work well with each other, with other applications — even with other applications in other environments.

Software development is enormously unpredictable, especially when you're trying to produce complementary software features in two or more applications. And the size of the application increases the time and degree of testing required. When Word went from 300K to 700K, the number of testers equalled the number of developers on staff! When you factor in the compatibility required by an ever-increasing number of printers and new machines, plus network support, the subtle interactions that can crop up can delay even the best researched schedule.

Finally, there's the issue of compatibility with DOS-based products. Many of our customers ask us to keep our cross-platform versions in sync with one another so that users in a mixed environment can, for example, share Microsoft Excel files and macros. When DOS and Macintosh platform features behave similarly, more time can be spent learning the application and what it can do rather than learning how it behaves on a particular platform.

The bottom line is that *we* have to predict. How popular will a particular system be? How long will it take for people to start using it? System 7 is a case in point, and we've taken a decisive stand on how we intend to support it. When we update most of our products for the Mac® in 1991, they won't *require* System 7, meaning that we'll support System 7, but not to the exclusion of System 6 users. Then, in subsequent updates, we will re-examine the data and decide exactly how and when we'll make the shift exclusively to System 7.

We want Microsoft software to retain its state-of-the-art status, but we don't want to bombard you with too-frequent updates. To these ends, we constantly weigh all of the considerations. I invite you to send us your suggestions and comments about what you'd like to see in future versions of Microsoft products. How well we keep up with your needs is the ultimate measure of our success.

## A Word or two about outlines . . .

Have you discovered outlining—one of Microsoft Word's most useful tools? If you compose on-screen, outlining could become your best writing habit.

Perhaps the most important principle to understand about an outline is that it's simply a different view of the document. When you move material in the outline, you're also moving it in the document—and vice versa. Similarly, when you save the outline, you're also saving the document—and vice versa. When you work with a Word outline, you essentially work with two kinds of paragraphs: main ideas or headings (nine levels to choose from), and body text.

In outline view, Word automatically applies styles to heading levels 1 through 9. So once you've chosen headings for your ideas in the outline, you've automatically applied styles to those headings—both in the outline and in the document. And it also works the other way around. In galley (or page) view, if you apply heading styles (heading 1, heading 2, and so on) to your document, then switch to outline view, your styles will be there too.

Outlining can streamline your work in several ways. For starters, it's a handy way to check the structure of something you've already written. If you apply styles to your headings as you compose your document, then you switch to outline view, you'll be able to tell at a glance if the logic flows. If something's out of place, select it and move it in outline view. Or return to galley view and rework the piece there, if you're more comfortable with standard editing mode. Alternatively, if you're starting a document from scratch in outline view, you can assign headings, then hide or show supporting text as you compose, all the while

*Continued on page 9*

# Do you need a desktop-publishing program, too?

*Microsoft Word takes on a lot of desktop-publishing tasks*

With the release of Microsoft Word version 4.0, some tasks that previously required a desktop-publishing program can be done entirely in Word.

Several features in Word are ideally suited to creating simple brochures and newsletters. For example, the Format Position command allows you to select an object—a block of text or graphics—and "anchor" it on a page. Text then automatically wraps around the anchored object. It's a perfect way to position a boxed pull quote or a sidebar of text.

To position an object, you first select it and choose Format Position. Then select a position from the list, or type horizontal and vertical measurements from the page edge, the margins, or a column of text. Finally, add the white space you need between the object and the surrounding text. Click the Preview button to check the layout. In Preview, to move the object, just drag it to its new location. It's that simple!

You can add graphics from most Macintosh programs to your Word document, then paste, crop, scale, and move them within Word. If you use SuperPaint version 1.1 or higher, you can even link those graphics with Word, so that changes in the graphic are automatically reflected in your Word document when you choose Update Link.

Newsletters look especially good when they're designed in newspaper-style multiple columns or varied layouts. For each layout, create a new section on the page (by pressing ⌘+ENTER or choosing Format Section), choose the Section command, and select the number of columns you want.

Catalogs, price lists, and forms are also perfect candidates for Word's desktop-publishing features. For example, the Tables command lets you easily set up side-by-side paragraphs or multiple columns and edit them on-screen—without ever once using tabs. Text wraps within each "cell" of the table. Plus, you can include graphics in any cell. You can insert a title that spans two or more columns by choosing Table from the Edit menu and clicking Merge Cells. If you're not happy with the way your table looks, you can change column widths or delete rows or columns at any time with ease. When your table reads and looks the way you want it to, you have the option of sprucing it up with one of several border styles.

Do you find you always need those little Yes and No check boxes on forms? Here's a tip for creating them in Word. Choose Insert Graphics to insert a blank graphics frame. Make the frame tiny by dragging the corner sizing handle. Then, with the box selected, choose Character and select Outline to draw a box around the frame.

Microsoft Word is also an ideal application to use if you're writing a book. The Microsoft Word manuals themselves were written this way!

So when *would* you use a desktop-publishing program? There are two situations that justify switching to a desktop-publishing program. The first is when you are dealing with multiple stories and/or a complex layout—say you have several stories that begin on one page and are continued on another. The second situation is when you need to fine-tune the position of graphics or text. Word version 4.0 has sophisticated control over leading (space between lines and paragraphs) and offers manual kerning (letterspacing adjustment). But for exact spacing of each element on the page and precise tuning of line thickness, a desktop-publishing program is a must.

First and foremost, Word is a word-processing program. And while you can create eye-catching newsletters, flyers, even books, they all have one thing in common. They're simple.

Thus, although you may write your text in Microsoft Word, you may need to do what we do to produce *One-to-One*. After the copy is reviewed and edited, we transfer the Word files to a desktop-publishing program (in our case, Aldus® PageMaker®) to finish the job.

**Two things to keep in mind when you're transferring Word files to PageMaker. . .**

***If your Word file contains a table,*** be aware that you lose all formatting if you import it into PageMaker as tab-delimited text. You can make changes to the text, but you also have to adjust the tabs. To retain the formatting of a table you import into PageMaker, make any text changes to the table in Word, select the table, press ⌘+OPTION+D to copy the table to the Clipboard as a graphic, and paste it into PageMaker. Once the table is pasted in, you can't make changes to the text, but you can still move and resize the table itself.

***If you're importing a Word file and its styles into PageMaker,*** be sure to check "Retain format" in the "Place document" or "Import document" dialog box. PageMaker differentiates between Word styles and PageMaker styles in a document by preceding Word styles with an asterisk.

*In Page View, you can move an object by simply dragging it to its new location.*

# MS Works with Quicken—the perfect starter set!

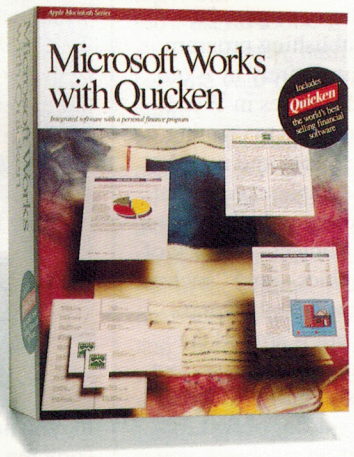
Looking for the perfect software package for new Mac owners? We've got it! This holiday season, we're offering two of the hottest Mac products on the market in one specially priced package: Microsoft Works with Quicken®. Microsoft Works is the best-selling integrated Mac application, and Quicken from Intuit is the best-selling personal and small-business financial software. Together, they provide a complete, inexpensive software solution—just the gift that every Mac user needs!

New users want to get up to speed and put their Macs to good use *fast.* Works and Quicken are designed to do just that.

Works—with its HyperCard®-based tutorial, practice lessons, and speedy online Help system—provides all the tools you need to perform a wide variety of productivity tasks quickly and easily. You can use it to write letters, analyze and chart data, log onto information services by modem, and track clients.

Quicken can help you kiss financial hassles goodbye forever! It saves you hours every week by automating and organizing your finances. You can use it to write and print checks, track your account balance, set up budgets, and print detailed income and expense reports.

Microsoft Works with Quicken is available through January 15, 1991, or while supplies last, at a suggested retail price of *just $10 over the suggested retail price for Works!*




What's more, for a limited time only, Intuit is offering Quicken at a special discount price to *all* registered users of *any* Microsoft application for the Macintosh! To order, call the toll-free phone number on the coupon below or send in the coupon.

## *YES! I am a registered user of a Microsoft® product for the Macintosh®, and I want to order Quicken® at $34.95!*

**To order by phone, please call Intuit at (800) 624-8742.** For proof of purchase, please have your Microsoft application user guide by your side when you call, or enclose your user guide's title/copyright page with this coupon.

Name

Company name *(if applicable)*

Street address

City State Zip

( )

Daytime phone *(in case we have a question about your order)*

**Amount due:**

| | |
|---|---|
| Cost | $ 34.95 |
| Sales tax, if applicable* | |
| Shipping and handling | 5.00 |
| **Total** | |

* California residents add appropriate sales tax. Intuit reserves the right to correct sales tax rates and/or collect the sales tax assessed by additional states as required by law, without notice.

**Method of payment:**

Please specify a payment option. Note: Do not send cash. Your check will be deposited immediately upon receipt by Intuit. Your credit card will be charged upon shipment. If you are not completely satisfied, you may return Quicken to Intuit within 30 days for a full refund. Make checks payable to Intuit.

☐ MasterCard ☐ American Express

☐ VISA ☐ Discover

☐ Check or money order (no purchase orders or C.O.D. please)

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**Send completed coupon, title/copyright page, and amount due to Intuit, P.O. Box 3014, Menlo Park, CA 94026.**

If you have questions about this offer, please call Intuit toll-free at (800) 624-8742 before returning this coupon.

Limit one per customer. Offer extended to registered users of Microsoft products for the Macintosh. Upon receipt of your order by Intuit, please allow 3 weeks for delivery . Offer good only in the 50 United States of America. **Offer good through Jan. 15, 1991, or while supplies last.** This coupon is not transferable and cannot be redeemed for cash.

**MS12Q**

# Companion products offer hundreds of job-specific solutions

While Microsoft is the leading developer of Macintosh applications, many other software and hardware developers work closely with us to create products that complement ours. Here are just some of these companion products:

## Microsoft Word

**EndNote**™
Niles and Associates, Inc.
(415) 655-6666

Niles and Associates, Inc.

Writers of research papers often compile bibliographies that cite dozens of works. Their task is complicated by the varying formats required by publishers. EndNote's creator, Dr. Richard Niles, says, "My wife is a researcher in the life sciences, and she was going crazy trying to do bibliographies for her papers. I created EndNote to help her and people like her." EndNote makes it easy to compile a correctly formatted bibliography. You merely insert EndNote's special markers in your document to note citations, then pass it through the EndNote program. EndNote automatically builds a bibliography formatted according to any style you specify.

## Microsoft Excel

**Computerized Classic Accounting**™ **(CCA)**
Absolute Solutions
(800) 633-7666 (national)
(800) 458-3399 (California)

Absolute Solutions, Inc.

How do you create an accounting system that's structured enough to get the job done yet flexible enough to support financial analysis? CCA is one answer. Its intuitive tools and menu-driven commands use Microsoft Excel to mimic traditional accounting methods. Users can stay within CCA or go directly into Microsoft Excel at any time for advanced analysis. President Richard Shaw says, "In our general ledger package, there are 32 different Microsoft Excel macros that load in and out—more than 700K of code. Microsoft Excel provides portability, which is important to our customers who work on both the Mac and the PC." CCA also provides a wealth of reporting options, detailed audit trails, full password protection, and sophisticated error detection.

## Microsoft Works

**WorksXchange**℠
Heizer™ Software
(800) 888-7667

Heizer Software

Why reinvent the wheel with your spreadsheet software? Heizer Software offers more than 1,000 Microsoft Works and Microsoft Excel templates, macros, and databases covering every conceivable personal and business need, from personal tax preparation to pork-production profit planning. The emphasis is on extremely low-cost, useful add-ons to familiar software products. President and founder Ray Heizer explains, "Microsoft gave us these incredible tools that opened the door to programming for everyone. But a lot of us didn't have a way to bring our products to market. So five years ago, I put together our first catalog." Today, Heizer Software is a marketing cooperative of over 250 software authors who supply ready-made, time-saving solutions that customers can buy and easily modify—thus producing economies of scale for software authors and customers alike.

## Microsoft Mail

**STATUS*Mac**™
Pharos Technologies, Inc.
(513) 984-9273

PHAROS TECHNOLOGIES, Inc.
4243 Hunt Road • Cincinnati, Ohio 45242

Systems administrators constantly need updated information about the software and hardware used by people on the networks they support. STATUS*Mac works with Microsoft Mail to gather this information efficiently and automatically. Marketing Director Stephen Holland says, "Microsoft Mail is truly a groupware product, and STATUS*Mac works with it quite elegantly because of Mail's custom forms technology." A network manager can embed STATUS*Mac in a Microsoft Mail custom form message and send it to all network users. The user then pushes a run button in the message dialog box to start STATUS*Mac. It quickly collects data such as available memory, System and Finder versions, INITS, DAs, fonts, applications, CPU type, and monitor used on the Mac, and returns the data to the network manager, who can view it in the STATUS*Mac database or export it to an external spreadsheet.

## Microsoft PowerPoint®

**Picture Perfect**
Tektronix®
(800) 835-6100

Tektronix®

Whether you're creating a work of art or a presentation to your coworkers, color can help get your message across. This book by a leading printer manufacturer provides specific examples on how to make your color images "the best and the brightest." The first half explains basic color concepts and offers guidelines for choosing colors when you create computer graphics on-screen. The second half describes leading color print technologies and shows what happens to colors as they move from on-screen images to paper or film. The book is especially useful for novices who want to learn about color output devices. Tektronix market development manager Chris Iburg says, "We developed the book because we want to educate novice users of color printers about the effective use of color. The current demand for color printers and high-quality color software is staggering."

## Microsoft PowerPoint

**Q** *How can I set default formats for presentations?*

**A** To establish a set of default formats that will be used for new presentations, use the following steps:

1. Start PowerPoint and open a new presentation.
2. Set the various defaults to be used for each new presentation. The following items can be set as defaults:
   - Slide size
   - Slide orientation
   - Color scheme
   - Colors for Fill, Line, Shadow, Pattern Contrast, and Text
   - Text styles
   - Object attributes (Opaque, Framed, Filled, Shadowed, Sized to Text, Pattern, Line Style, and Arrowhead)
   - Defaults for word-processing boxes (Indents, Tabs, and Line Spacing), graphics or text on the Slide Master, Notes Master, and Handout Page
3. From the File menu, choose Save As.
4. Save the file under "Default Format," either in the System folder or in the folder that holds the PowerPoint application.

This file will now be used as the basis for new presentations except when you already have a presentation open. In this case, you will be given the choice of using the default format or the format of the active presentation.

For more information on setting defaults, see pages 105-107 in the *Microsoft PowerPoint User's Manual* for version 2.0.

## Microsoft Works

**Q** *How do I insert the current date into a Word Processor document?*

**A** Create a Database document that has at least two fields and set the attributes of one of the fields as Date & Computed. Make sure there is information in the second field. Then enter the following formula for the field:

```
=Now( )
```

Next, activate the Word Processor document and, from the Edit menu, choose Prepare To Merge. Select the Date field and click Merge.

When Works prints the document, it will print the current date where the field was merged. To print the document, choose Print from the File menu. To print the document if more than one record from the database is being merged, choose Print Merge from the File menu.

## Microsoft Excel

**Q** *When I run a Custom Dialog Box macro, the* TAB *key moves the cursor from one edit box to another. How can I specify the selection order of the boxes?*

**A** Edit boxes are not activated according to their physical position within the dialog box. Edit boxes are activated by the TAB key according to the order—reading top to bottom—in which their definitions appear in the dialog box definition table.

To control the order in which the TAB key activates edit boxes, enter their definitions in the desired order in the dialog box definition table.

## Microsoft Word

**Q** *How do I create a check mark in a box without having to import a graphic?*

**A** You can use Microsoft Word's formula Overstrike operator to superimpose characters. The check and the box are characters of the ITC Zapf Dingbats® font, so make sure it is installed in your System folder. Then do the following:

1. From the Edit menu, choose Show ¶.
2. Press ⌘+OPTION+BACKSLASH and type O(o,4) (both O's are letters).
3. Highlight o,4.
4. From the Font menu, choose Zapf Dingbats. The characters should be: a box, a "victory hand," and a check mark.
5. From the Edit Menu, choose Hide ¶.

If you decide to resize the box character, select it and choose a larger point size from the Font menu. Then select the check mark, and choose Character from the Format menu. Select Superscript and enter a number of points to raise the check mark size based on the size of the box and your own preference.

*Note:* It is easiest to edit formulas when you have paragraph markers showing.

**Q** *How do I put a border around a one-page document or flyer?*

**A** Highlight the document, go to the Format menu, select Paragraph, and click Borders. Then click Plain Box and click OK.

## Sales and Service

**Q** *I recently purchased a copy of one of your programs from a friend. How can I get the program registered?*

**A** If your friend was a registered user of the product, have him or her write a letter to us stating the date on which license of the program was turned over to you. The letter should also include complete addresses and phone numbers for you and your friend, and should be signed by both of you. We will remove your friend's name as registered owner of the product and add your name to our database of registered owners. If your friend was not a registered user, you can register by writing a letter to us explaining the transfer of license and enclosing the original title page of one of the manuals. For more information about transferring the license to use a Microsoft program, please call End User Sales and Service toll-free at (800) 426-9400.

## Microsoft File

**To place a graphic on a custom form that will print with every record,** you can paste in the graphic either before you start creating fields or after your custom form has been created.

Selecting the graphic at any time places the graphic in front of all fields. Field information will not print unless the fields are placed on top of the graphic. Use the following procedure to bring field information to the front:

1. From the Edit menu, choose Select All.
2. Hold down the SHIFT key and click the graphic. This will deselect just the graphic.
3. Hold down the SHIFT key and click one of the fields in your form. This will deselect just the field.
4. Hold down the SHIFT key and click the same field deselected in step 3. This will place all of the fields back on top of the graphic.

If the form is already created and a graphic is to be placed so that it covers the whole form, make sure that you drag one of the fields into the hidden (gray) area before pasting the graphic. Then follow the procedure above. Remember to drag the field back into your form and be careful not to click your graphic.

## Microsoft Excel

**To select a noncontiguous area of a worksheet from within a macro** use the following formula:

=SELECT((!*range1*,!*range2*,...))

For example, the formula

=SELECT((!$A$1:$A$9,!$C$1:$C$9))

would select the ranges of $A$1 through $A$9 and $C$1 through $C$9 on the active worksheet.

**In Microsoft Excel, you can display a number in a financial format and use the actual number in formula calculations.** In Number formats, Microsoft Excel uses a comma (,) as a thousands placeholder if the comma has a number sign (#) or a zero (0) before or after it. For example, if you want the number 12,500,000 to appear as 12.5, you enter 0.#,, in the Format Number dialog box in the Format text box. With two commas in the format, the figure's multiplier is 1 million. By removing or adding commas in the format, you scale the number down or up by the corresponding amount of thousands.

## Microsoft Word

**If you removed the Commands command from the Edit menu, you can get it back** by following these steps:

1. Quit Word.
2. Open the System folder on your startup disk, and move the Word Settings(4) file onto the desktop.
3. Restart Word. All of its default commands will be reinstalled.
4. From the Edit menu, choose Commands.
5. Click Open, then reopen your Word Settings(4) file on your desktop.
6. Within the dialog box, choose the Commands command, then click the Add button by the menu selection. This will restore your settings file.
7. Move the Word Settings(4) file that was placed onto the desktop back into your System folder. A Word dialog box will ask you whether you want to replace the file with the same name. Click the Yes button.

## Microsoft Works

**To view the line and fill patterns in color with a color monitor,** instead of as black-and-white dots, do the following in the draw layer of Microsoft Works:

1. From the Edit menu, choose Draw On.
2. From the Format menu, choose Color – Black Dots.
3. Select the color for the black dots of the fill or line pattern.
4. From the Format menu, choose Color – White Dots.
5. Select the color for the white dots of the fill or line pattern.
6. Hold down the Shift key and select either the Fill Pattern or Line Pattern menu.

The fill or line patterns will appear with the appropriate colors instead of being black and white.

## Microsoft Mail

**Users who do not have the Farallon™ MacRecorder® can still send sounds using the Microsoft Mail voice message form.** To import an existing sound file into the voice message form, hold down the Option key when the form is open and click the Import button. You can also press ⌘+OPTION+T. The voice message form can import SoundEdit, Studio Session Instrument, and Audio Interchange Format files. Voice messaging was a feature added in Microsoft Mail version 2.00b. Registered users who currently are using version 2.0 or 2.00a can obtain a free update by calling Microsoft End User Sales and Service at (800) 426-9400.

Material for these pages comes from questions you ask our Product Support staff, and Sales and Service staff.

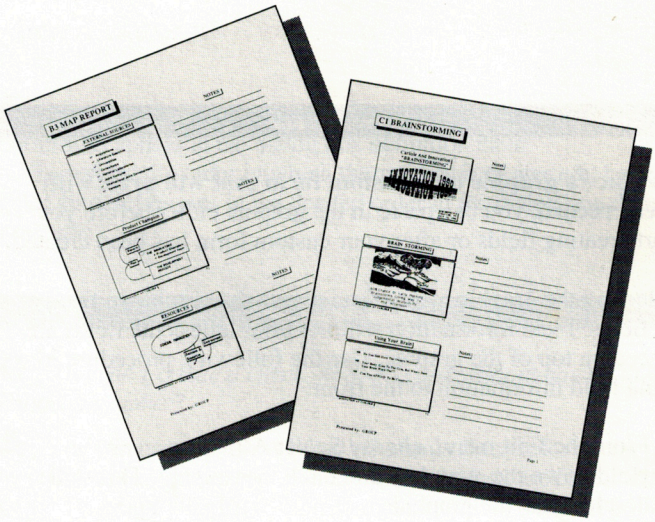
# Product Spotlight: A creative use of Microsoft PowerPoint

*Robert J. Deffeyes is senior vice president for technology of Carlisle Companies Incorporated, a Fortune 500 company that manufactures everything from brakes for 18-wheelers to computer tape. This summer, he prepared a conference on creativity and innovation using Microsoft PowerPoint, as he puts it, "very creatively." In his own words, this is what he did . . .*

"I took a course at Stanford last year. Several months later, I needed to consult my notes. I took out the written material—copies of overhead slides that were used, and my handwritten notes. What a mess! I had to sift and sort for quite a while to construct the information I needed. So for the conference on creativity, I decided to use the power of Microsoft PowerPoint and spare myself the mess.

"I created my slides and notes in the usual way, as outlined in the manual. Then, I told the program a massive *lie*—that I had created a lot more slides called "Notes." In fact, I told the program that *every* even-numbered slide was the slide called Notes! Next, I printed handouts six to a page. The result was a miniature slide on the left with a lined space for my listeners' notes on the right.

"Training books make a big point about telling you that if you hand out materials before you talk, people will rattle their papers and read ahead. But I chose to ignore that advice and gave my listeners the advantage of notes and overheads together—a notebook with three and a half days of notes at the very first session. And you know what? They didn't rattle or read ahead. They loved the materials. And their notes and my overheads are forever tied together."




## Microsoft Word User's Conference

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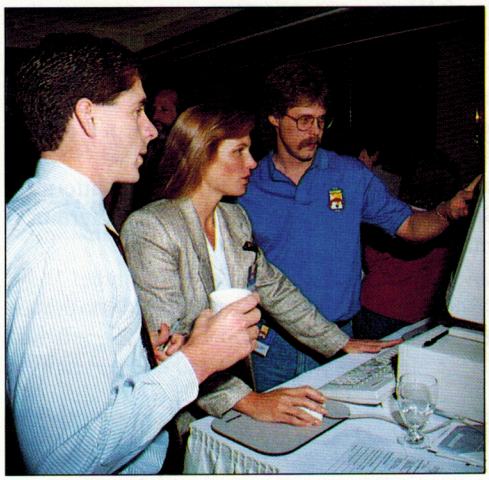


*Lon Collins (blue shirt) from Microsoft Product Support Services demonstrates a Word feature to two Word users.*

one form or another."

Another favorite spot at the conference was the product support room, where Microsoft Word experts were available at all times to demonstrate Word features, tips, and tricks, and to answer questions from users. Thirty Word wizards—frontline phone-support veterans from Microsoft Product Support Services in Bellevue, Wash.—worked in the product support room during the conference.

They came prepared for the toughest questions, and they weren't disappointed. E. Lisette Gerald, supervisor of documentation and systems support at ASK Computer Systems, Inc., said it best: "I have hardcore technical questions, and I need to talk to product support people and engineers to get them answered. You can do that at this conference."

Was the Word User's Conference worthwhile? "Here you get the best documentation, notes, disks, and information, all in one place," said Gerald. "It's far and away the best conference I go to every year."

### Couldn't come to the Word conference? It can come to you!

If you wonder what information was available at this year's Word User's Conference, wonder no more. For just $19.95, plus the appropriate sales tax and shipping and handling, you can order the Word User's Conference binder. It contains all the class notes, hands-on exercises, and sample files on disk from the conference, including these topics:

- ***Beginning styles***
  Begin to take advantage of the speed and consistency of formatting that styles offer.
- ***Advanced styles***
  Automate style formatting and assign styles to menus and keyboard commands.
- ***Tables***
  Use this popular feature to create everything from lists to complex forms.
- ***Graphics and page layout***
  Create great-looking newsletters, brochures, and other complex documents.
- ***Automatic document assembly***
  Use merge commands with templates, prompts, glossaries, and style sheets.
- ***Long documents***
  Use style sheets, glossaries, outlining, and file linking to create long documents.
- ***Mail merge***
  Simplify mailings and merge input from spreadsheets and databases.

To order the Word User's Conference binder, call Microsoft Sales and Service toll-free at (800) 541-1261 and mention code "WU1."

# Microsoft Excel macros 'to go'

*Don't overlook the value of the Microsoft Excel Macro Library*

You've known all along that Microsoft Excel's macro language is incredibly powerful. And you've probably already used the macro recorder once or twice, or written a macro of your own. But have you checked out the Microsoft Excel Macro Library? The Macro Library is a collection of nine ready-to-go macros that you'll find immediately useful. They're also great examples on which to base your own macros. You'll find them in your Macro Library folder on the Help and Examples disk.

The Macro Library contains nine macros:

- Consolidation
- Crosstabs
- Database Report
- Debugger
- Formula View
- Goal Seeking
- What-If
- Worksheet Auditor
- Worksheet Comparison

All nine macros in the Library are fully documented in Microsoft Excel's online Help. In this article, we'll profile three of the nine macros: Goal Seeking, Worksheet Auditor, and Database Report.

The **Goal Seeking** macro changes the value of a given cell until it achieves the desired result in a given formula. You can use it to save time when you know what result you want in a cell but you don't know what value to enter in another cell to get that result. For example, you could use the Goal Seeking macro to determine how much revenue you need in order to generate $100,000 in profits.

**Worksheet Auditor** provides four different auditing tools to help you understand and confirm the logic of a worksheet:

*Error Report* flags error values, references to blank cells, circular references, and names with bad references.

*Map* creates a worksheet map showing the location of formulas, numbers, text, logicals, and errors in the worksheet.

*Cell Path Tracing* allows interactive jumps to dependents and precedents.

*Worksheet Info* displays basic information, including the document name, Microsoft Excel version, protection status, and last cell occupied in the worksheet.

**Database Report** prepares columnar and form reports from a Microsoft Excel database. You can select which fields to include in the report, how to sort the fields, and which records to hide. You can also specify additional text or punctuation to include in form reports. Database Report makes it easy to create customized reports and to generate mailing labels from your database.

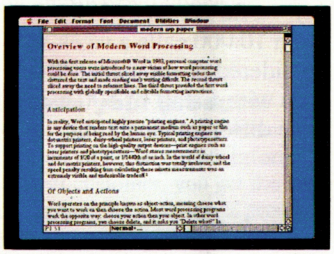
If you've been the least bit hesitant to use macros in the past because you thought they're beyond your needs or talents, or if you're interested in creating your own macros and would like to study some well-constructed examples for style, then take a look at the Macro Library.

**Microsoft Excel turns 5!**

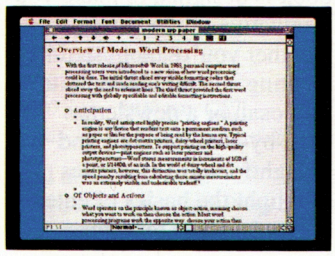
**And it's still the best-selling spreadsheet for the Macintosh by far, and the second-best-selling Macintosh application of all time. It's available in 17 different languages—including Farsi! And in each of its five years of existence Microsoft Excel has earned several major awards.**

## Outlines

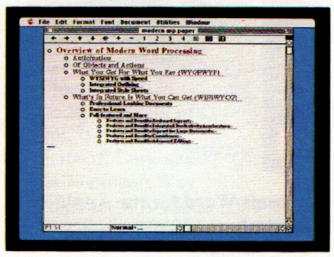
*Continued from page 2*



*Galley view*



*Outline view with supporting text visible*



*Outline view with just heads showing*

checking the overall organization of your document.

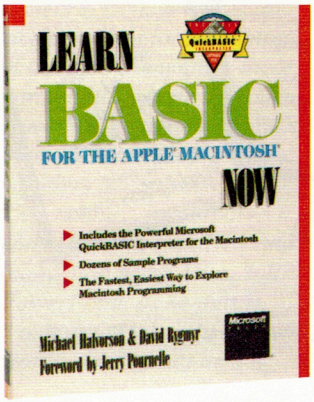
There are lots of ways you can use outlining. It's worth taking another look!

**Quick outlining hints. . .**

***If you're working with a table and want to move an entire row,*** choose Outlining, move the row in outline view, and voila! It'll be switched in galley view, too.

***To use the Renumber command to number specific headings in a document rather than every paragraph of your document,*** choose Outlining, display just the headings you want to number, and choose Renumber. When you switch back to galley view, only those headings will be numbered.

***If you want to number your outline in a particular format (for example, I, A, 1, a, i),*** just enter the format once in one portion of your outline, choose "By Example" in the Renumber dialog box, and Word will apply the format you specify throughout your outline.

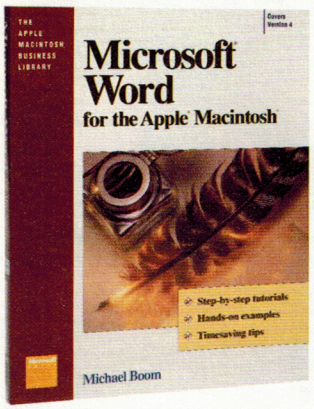



**Learn BASIC for the Apple Macintosh Now**
Michael Halvorson and David Rygmyr; foreword by Jerry Pournelle
460 pages, $39.95

Following the phenomenal success of *Learn BASIC Now* for DOS machines, here's an exciting and proven approach to learning modern BASIC for the Macintosh.

You get everything you need to learn BASIC programming, including the full-featured Microsoft QuickBASIC™ Interpreter (a $39 value!), dozens of sample programs, a step-by-step companion book that dispels the mysteries of programming, and helpful review questions and exercises to help you chart your progress.

*Learn BASIC for the Apple Macintosh Now* is perfect for computer users new to programming, novice programmers curious about Microsoft QuickBASIC, and programming students.




**Microsoft Word for the Apple Macintosh**
Michael Boom
464 pages, $19.95

Clear instruction and practice examples make this book stand out. Whether you're new to word processing or just new to Microsoft Word, it's an excellent starting point.

The first section of the book is designed to make you productive immediately, whether you're interested in creating a letter, a report, a proposal, or a newsletter. Step-by-step tutorials and straightforward examples highlight the basics of entering and editing text, formatting, saving, and printing. Subsequent sections provide a gradual introduction to the full range of Microsoft Word—from glossaries and outlining to working with PostScript® files.

If you're eager to start using Microsoft Word in your office or business, this book is for you.

## Product Support Services—challenge all the way!

Challenge has been a fact of life for the Product Support Services group from its beginning back in 1981—when it constituted a staff of two—to the present, and a staff of 500.

When our first Macintosh products were introduced in 1984, everyone in the group had to be an expert on everything—from Microsoft Word and File for the Macintosh to Microsoft SoftCard® to XENIX®.

Since then, Product Support has formed into specialist groups. The daily challenge now is one of making the right prediction. The burning questions are: How will the market respond to a new product or update? And how do we make sure we'll be ready?

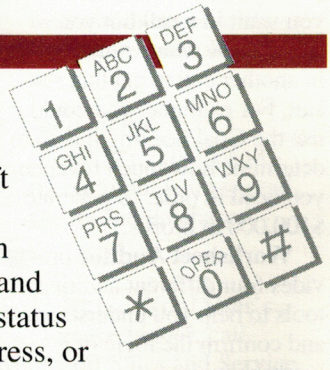
From the standpoint of the customer, higher quality product support boils down to one thing: how quickly we respond to your telephone call. If you called this summer, you may have experienced more delay than usual. At one point, we were receiving more than 8,500 calls per day—a far cry from 1984 when 10,000 calls a week was considered phenomenal. But even with a staff of 500 using three different lunchtime schedules, it was difficult to offer full phone coverage during the peak hours for customers on both coasts.

In response to this summer's delay times, we added 200 more telephone lines and hired an additional 100 people. Our response time improved dramatically, but then our number of calls dropped, too. (That's what we mean about it being hard to predict!)

To help, we're opening a new Product Support Services facility this fall in Charlotte, North Carolina. In addition to having a separate number, the Charlotte facility will share phone lines with the Bellevue office, and a very sophisticated switching system will route calls to the site best able to handle them.

We know that calling Product Support Services can be frustrating when you're put on hold for several minutes. We also know, by having spoken to many of you, that when you *do* speak to one of the Product Support technicians, you're usually very satisfied with the results. We're determined to make Product Support better, faster, and more accessible. Stay with us!

## Dial 1-800 . . .




It's here! Our new Microsoft Sales and Service toll-free number. From now on, when you need to call us on sales and service matters, such as the status of your order, your new address, or for special handling, *you* won't have to foot the bill. *We* will! Dial 1-800-426-9400. (This toll-free number replaces the former 206-882-8088 Customer Service number.)

## PRODUCT LIST

Version numbers and prices current as of November 1, 1990.

| Product | Version | Suggested Retail Price |
|---|---|---|
| **Business/Recreational Applications** | | |
| Microsoft Excel | 2.2 | 395.00 |
| Microsoft File | 2.0 | 195.00 |
| Microsoft Flight Simulator® | 1.02 | 49.95 |
| Microsoft Mail | | |
| Mac server | 2.0 | 395.00 |
| Mac workstation | 2.0 | 125.00 |
| PC workstation | 2.0 | 125.00 |
| Mac workstation 20-pack | 2.0 | 1495.00 |
| The Microsoft Office | 1.0 | 849.00 |
| Microsoft PowerPoint | 2.01 | 395.00 |
| Microsoft Word | 4.0 | 395.00 |
| Microsoft Works | 2.0 | 295.00* |
| Microsoft Works (with Quicken) | 2.0 | 305.00* |
| **CD-ROM** | | |
| The Microsoft Office | 1.0 | 949.00 |
| **Languages** | | |
| Microsoft QuickBASIC | 1.0 | 99.00 |

** Only Microsoft Works with Quicken will be available through Dec. 31, 1990. After that time, Microsoft Works will again be available at $295. Quicken can be ordered from Intuit (see details on page 4) through Jan. 15, 1991.*

Products listed above are Microsoft's standard U.S. releases. Special offers and prices quoted are valid only in, and may not be available to persons residing outside, the 50 United States of America. For information about the suggested retail pricing of Microsoft License Paks, please call (800) 426-9400.

Please order products through your dealer. The list above does not include Microsoft products for computers running MS-DOS®, PC-DOS, or OS/2 systems. Call End User Sales and Service at (800) 426-9400 for the dealer nearest you, for literature about any Microsoft product, or for version and price information for all Microsoft products.

### Don't forget—register and update your product!

Be sure to send in the registration card for *each* Microsoft product you acquire. If you don't, you might lose out on valuable update information in the future. As a registered Microsoft customer, you get the best support available, starting with product update information, a product repair and replacement plan, and complimentary copies of the *One-to-One with Microsoft* newsletter. So register your products today. If you see by the product list that you're not using the latest version of your Microsoft product, please call End User Sales and Service at (800) 426-9400 for update information.

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All registered users of Microsoft's applications receive a complimentary, one-year subscription to the *One-to-One with Microsoft* newsletter. You can continue your free *One-to-One* subscription after that by returning the renewal card that appears each year in your anniversary issue. When you see this renewal card in your issue, be sure to return it immediately to keep your free *One-to-One* subscription active.

## AT YOUR SERVICE

**Microsoft Product Support Services**
Call Product Support Services for assistance with technical questions. (Please have your manual and your original disks readily available.)

**(206) 454-2030**
*General information*
*6:00 A.M.– 6:00 P.M. PST*

**(206) 462-WORD**
*Word family only*
*6:00 A.M.– 6:00 P.M. PST*

**(206) 637-7096**
*Languages and hardware*
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***NEW!***

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# One-to-One with Microsoft

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**Writers**
*Helen C. Dickerson*
*Mark Hoffman*

**Designer**
*Nate K. Sun*

**Editor**
*Kate Robinson*

**Coordinators**
*Kim Buhler*
*Patsy Riley*

**Print production**
*Martha L. Dale*
*Kathy Blakley*

**Art production**
*Robin Hjellen*

**Marketing**
*Sandie Miller*

**Distribution**
*Alison Clark*

**Contributors**
*Audrey Bennett, Lisa Brummel, Melinda Christensen, Lynne Clewell, Michele Deron, Todd Drollinger, Rich Glew, Sam Hobson, Theresa Mannix, Jeanne McKinnon, Celia Paget, Nina Roberts, Kathleen Schoenfelder, Liz Welch, Laura Wildfong*

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One-to-One with Microsoft
Dept. B
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

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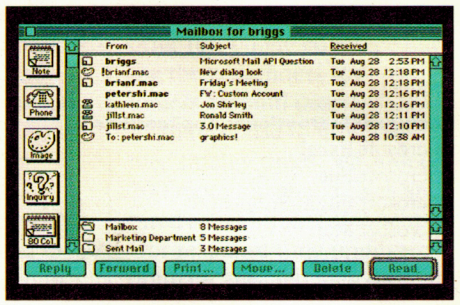
## *Microsoft Mail used Microsoft style*

Microsoft Mail is used extensively at Microsoft. The largest groups of Mail users at the company are the marketing and development teams for our Mac products—about 800 people using 46 different servers. A Microsoft Mail gateway links these Mail users to a XENIX-based electronic mail program that is used by all Microsoft domestic and foreign offices—about 10,000 e-mail names. This system allows Microsoft Mail users to have powerful and easy-to-use worldwide connectivity.

Our Macintosh product marketing and development groups benefit in several ways by working with Microsoft Mail. One is simply by being able to communicate with everyone in the company anytime, without having to catch them actually sitting at their desks. That means no more wasted time listening to a busy signal or losing phone messages or trying to set up meetings with one or several people. Agreeing on a mutually convenient meeting time and place is almost always faster via electronic communication, and offers additional advantages—you can, for instance, compile and send the agenda well in advance of the meeting.

And with Mail, you're able to distribute "global" information, such as the latest draft of a product's specifications, to everyone on the network. Network users can use Mail to feed back comments or suggestions to the originator, who can then consolidate and send out an updated version.

Another benefit is the ability of Microsoft Mail to transfer files easily. Uncomplicated file transfer has a positive impact on workgroup productivity. For example, in preparation for a monthly product meeting, members of the product team can circulate and comment on the schedule, the budget, even notes on a proposed presentation before the meeting takes place. And because Mail seamlessly integrates with Microsoft Word and Microsoft Excel, using electronic mail to pull together seemingly complex compound documents—a lengthy marketing plan in Word, with numerous charts and tables from Microsoft Excel, for example—becomes a reality.



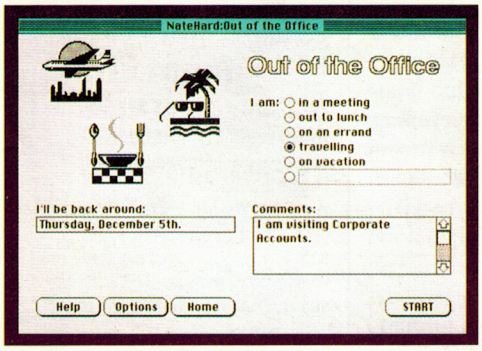

*Microsoft Excel integration with Mail can greatly expand the use of messaging. For example, this form, automatically generated by a Microsoft Excel macro, distributes monthly stock activity daily to all users who subscribe to the service.*

Because our own developers and marketers use Microsoft Mail, the product is constantly under real-life scrutiny and receives constructive criticism. Many of the enhancements or new features for future versions come from comments we receive from existing users—including ourselves!

Also, using Microsoft Mail has helped us respond to users more quickly. In particular, the Works marketing team developed a custom form that they use to fulfill customer requests. This allows one person to handle information more consistently and efficiently. It's just one way we put our own products to work in streamlining our operations.

All in all, our own use of Microsoft Mail has helped us to create a higher quality product, both directly, by testing it on a daily basis, and generally, by being more productive and efficient with our time. Whatever size your company is, whatever business you're in, Mail can probably help you too.

How do you use our products? We're interested in hearing. Please contact us at the address below.




*Users of Microsoft Mail can get "Out of the Office," a practical way to communicate to colleagues when you're away from your desk. "Out of the Office" is available as part of the HyperCard Software Developer's Kit, or as part of the Working Model of Microsoft Mail. For more information, call End User Sales and Service toll-free at (800) 426-9400.*

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